



Free Wheelin'

BY DICK DIMMETTE

JUST FOR CLARIFICATION, We would like to mention that for the purpose of this column, there are only four lines of cars being built and sold in this area. They are FORD and their new small car the FALCON and of course the T-BIRD. American Motors is represented by the ever popular RAMBLER-METRO line. General Motors has only the CHEVROLET and their small new CORVAIR. And last but not least, PLYMOUTH, sold locally by our own DeVON MOTORS with Chrysler's entry in the compact field, VALIANT soon to be shown. Of course we will occasionally sneak in a reference to our imported TRIUMPH family cars and the TR-3 sports car. Other than these, our position is that these other makes that you may have heard of are strictly a matter of rumor. These are the cars sold and serviced by your TORRANCE dealers, any others that you see on the streets are probably just factory experimental models or something some kid built up in his back yard.

TWO HERE AND TWO TO SHOW. On the local scene Dwight Eubank led off with his showing of the 1960 American Motors line Oct. 1. Dwight reports good floor traffic and a great deal of interest in the new cars. This popular line whose great sales record in 1959 probably hastened the entry of other compacts, is essentially unchanged, except for engineering refinements and styling. There is now a four-door sedan on the 100 inch wheelbase "American" line and three new 9-passenger, four-door station wagons have been added but are not yet available. PRICES, you will be glad to hear, reflect no increases. This is indeed good news after several years on the escalator. Starting at \$1620 for the Metropolitan hardtop and running to a high of \$3282 for the custom four-door, six-passenger station wagon, this line offers something for almost every buyer.

CORVAIR IS THE STARLET on the automotive scene. This glamorous little lady is assured of stardom. We predict great public acclaim for this latest entry by CHEVROLET. This girl has the proportions to make every eye turn and styling to cause them to linger. Not a believer in the phrase "Its whats up front that counts," Chevrolet engineers have done a masterful job in designing the rear-engine powerplant. Air cooled and using an aluminum block, this compact little engine delivers 80-plus horsepower. From the performance characteristics noted in a test drive, it delivers them to the wheels, where they DO count. Ted Green, happy as a skunk eating cabbage, says their only problem is supply. PRICES on the local level start with a low of about \$2150 for a stripped four-door in the cheaper line to around \$2600 for the upper line with Powerglide, radio, heater, and other extras. CHEVROLET'S regular line was also shown Oct. 2. While it lacked dramatic impact, which was stolen by Corvaire, there is much of interest. Basically unchanged, this line has undergone a major re-styling and many engineering refinements. The fins, a point of controversy, have been considerably reduced and the "dog leg" has been almost eliminated from the front-door post, greatly improving entrance ease. All in all, we feel that CHEVROLET has done a great job and the old-line fan will find nothing to object to, and may find a lot that pleases him. Finish and interior trims are absolutely beautiful, a matter that will impress the ladies. PRICES on the regular Chevrolet line also remain unchanged, with even a few reductions on major equipment items.

FORD-FALCON-THUNDERBIRD is next. Scheduled for Oct. 8 showing, this line will surprise you. In addition to their new small FALCON, Ford has a lot in store for you in major styling changes. Long ago I began to suspect my judgement in these matters, I am the guy who thought the fins on the 1948 Cadillac absolutely ridiculous and that the silly looking wrap-around windshields featured in 1954, would last no longer than one model run. So see it and be your own judge. Ford has made their multimillion-dollar gamble and you are the one to call "hit" or "miss." Our prediction is that Ford owners will like it and that they will win some new converts.

PLYMOUTH-VALIANT, which just happens to be the line handled by DeVON MOTORS, of which your reporter just happens to be president and general manager, will be shown to the public Oct. 16. At least PLYMOUTH will. VALIANT will be here about Nov. 1. We are rather proud of the fact that our firm was the first in this district to sign the sales agreement for this new addition to the Chrysler family. We saw the new, and we do mean NEW Plymouth on Sept. 29. Space prohibits description, but I will tell you, We have a lot that is new in addition to the SQUARE STEERING WHEEL. More about the FORD-FALCON after the showing, and a lot more about the SOLID FOR SIXTY Plymouth.

Again I would like to ask for comments, pro or con, on my efforts (I am trying to discover a reader). If you like or dislike what I write, to the extent that the effort is worth while, call me at DeVON MOTORS. We are at 1600 Cabrillo in TORRANCE, our telephone number is FA. 8-6161. See you next week, same day, same paper.

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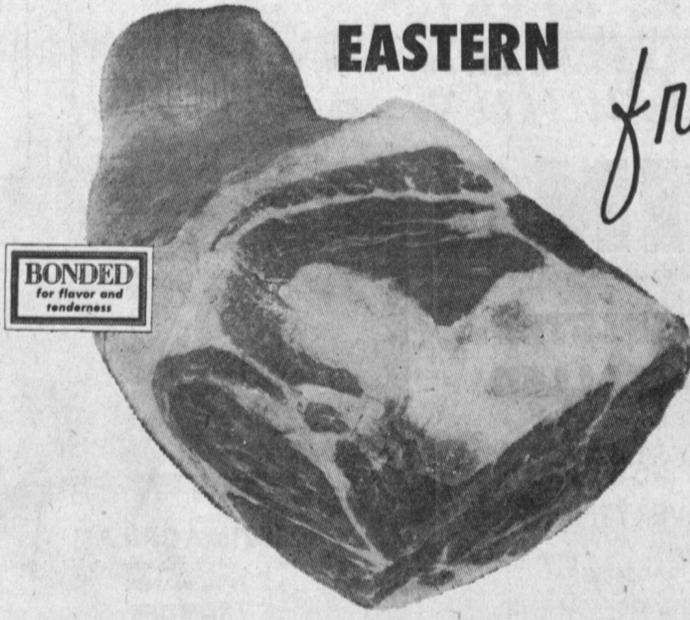
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